FEBRUARY 1934

UEF news

Published by • UNDERWOOD ELLIOTT FISHER COMPANY • New York

PRESIDENT WAGONER ELECTED

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DOWN UNDER

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MORE THAN STEAM SHOVELS

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NEW OFFICES FOR CHICAGO

UNDERWOOD ELLIOTT FISHER SUNDSTRAND SPEED THE WORLD'S BUSINESS

UEF news

VOL. 1 NO. 8 FEBRUARY, 1934

Stewart Schackne, *Editor*

Family magazine of The Underwood Elliott Fisher Company
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Cover photograph by George Douglas of R. I. Nesmith & Associates.

Sez We

AT the end of the 18th century, when the beginnings of the Industrial Revolution were first making themselves widely felt, social and economic philosophers were divided into two groups.

The first regarded the increasing complexity of living as unfortunate and the growing importance of industry as inimical to the happiness of mankind. They believed men were best situated when closest to nature. To them, technical advances represented net losses in human values.

Opposed to this view was that of men who maintained that the growth of technology was definite progress. They held that a return to the simple life meant to go backwards and that the ends of human welfare were best served by a highly organized civilization. Rousseau was a prophet of the first school and Voltaire of the second.

Regardless of how individual thinkers may feel about the matter, it is apparent that mankind is embarked on a course of ever greater mechanization from which there is no turning back. It seems to be an almost irrefragable law of human nature that once any labor-saving or time-saving device is discovered, it may be improved upon but cannot be discarded. There is reason to believe this law will continue to operate indefinitely.

And probably this is not to be regretted. There are indications aplenty that the "good old days" were actually not so good —that they were days of drudgery and of bare subsistence.

We often hear the present time referred to as the Mechanical Age. But it is not unlikely that future advances will make today's machinery appear elementary. It is not unreasonable, therefore, to say that a company like Underwood Elliott Fisher, which manufactures mechanical products, has only scratched the surface of its potential markets and has only begun to grow. The use of machinery of all kind will undoubtedly continue to expand until it has lightened labor and smoothed everyday life to a point now beyond imagination.

The Editor

The Month's Headlines

NRA MEMBER U.S. WE DO OUR PART

PRESIDENT WAGONER ELECTED

Head Of Underwood Elliott Fisher Company Is Chosen Chairman Of Office Equipment Code Executive Committee

AN NRA code governing certain phases of the Office Equipment Manufacturing Industry was approved by President Roosevelt on Nov. 4, 1933.

A provision of the code is that—"To further effectuate the policy of the Administration and to facilitate administering of this Code, a Code Administration Board shall be established consisting of one officer or employee designated by each member of the Industry. This board by a majority vote shall select a Code Executive Committee of five members to administer the Code."

Announcement now is made that Philip D. Wagoner, president of the Underwood Elliott Fisher Company, has been elected a member of the Code Executive Committee, and that the Committee in turn chose him as its chairman.

Election of the Committee was held at the annual meeting of the Office Equipment Manufacturers' Institute. Originally scheduled for September, the meeting was postponed until the closing weeks of 1933 to allow time for approval by President Roosevelt of the Industry's code. The meeting was held at the Harvard Club in New York City.

Other members elected to the Code Executive Committee are W. H. Wheeler, Jr., vice president and general manager of the Postage Meter Company, Stamford, Conn.; L. C. Stowell, president of the Dictaphone Corporation, New York; W. F. Battin, comptroller and treasurer of the International Business Machines Company, New York, and S. C. Allyn, executive vice president of the National Cash Register Company, Dayton, O.

In addition to the elected Committeemen, it is provided that the President of the United States may appoint from one to three non-voting members as representatives of the government.

The position to which Mr. Wagoner has been elected is one not only of signal honor but of great importance and heavy responsibility, since to the Committee will be delegated virtually all the work of Code administration and enforcement.

The by-laws of the Office Equipment Manufacturers' Institute provide that the chairman of the Code Executive Committee shall automatically become a vice president of the Institute. Mr. Wagoner, therefore, was named to this post also, immediately following his election as Committee chairman.

The present code has as its object the regulation of labor aspects of the Industry and establishes minimum wages, maximum hours and rules prohibiting child labor.

Because of the diversity of products represented within the Office Equipment Manufacturing Industry and of the wide variety of factors pertaining to the making and distributing of these different products, no attempt was made to incorporate in the body of the Code rules to apply to unfair trade practices. Instead, it is stipulated that supplemental codes may be drafted to deal with such matters as unfair price competition and other destructive competitive practices within subdivisions of the Industry.

Such supplemental codes will become a part of the major Code upon approval by President Roosevelt.

Designation of Mr. Wagoner to this important post is significant of the esteem in which he is held in the Industry and of the regard which he commands not only as an individual but as an executive of high competence and as an authority in the Office Equipment business.

PLAYING THE TYPEWRITER

¶ A Yale professor discourses on typewriting, golf, the Mikado of Japan and divers other topics.

By Prof. William Lyon Phelps

EVERY good thing has its drawbacks. There is no doubt that golf, for example, has been a blessing to many elderly men and women. It provides an exciting and absorbing game in the open air after one has become too old to play tennis; it is a sociable game, and a good foursome is a happy experience. I place the weather first, the company second, the game third. I had rather play a rotten game in fair weather than a fair game in rotten weather; and the same applies to the company.

But golf has also enormously increased the amount of swearing; one of the chief reasons for the proficiency in profanity, which distinguishes our age from the Nineties, is golf.

Now as golf has become my favorite outdoor sport, my favorite indoor sport is playing the typewriter. But while I am convinced that every boy and girl should learn to play this instrument, it is also certain that the typewriter has caused almost as much profanity indoors as golf outside. There is something about striking the wrong letter that seems to make it necessary to say something immediately.

I had a letter some time ago from a most respectable citizen; he is a professor of Greek. He wrote, "I am learning to play the typewriter; and I have discovered depths of degradation in my nature that hitherto I had not dreamed of."

On the very day I got my first typewriter, I began to compose on it. A friend, who started with me at scratch, wrote his stuff in ink, and then copied it on the machine. This seemed to me like the man, who, while carrying a heavy load on his shoulders, was presented with a wheelbarrow. He placed the load in the vehicle, picked up wheelbarrow and all, and carried it again on his shoulders.

I am sorry I did not learn the touch system, which should be learned by all except the Indian untouchables. I still, after many years, play mainly with one finger on the right hand, using the left forefinger for spacing.

But I am comforted by the actual experience of a friend of mine who was presented, with a group of others, to the Mikado. In the group was a professional pianist who hoped to please the potentate by an exhibition of virtuosity. After he had finished his showy performance, the Mikado pointed to my friend. The interpreter said, "You, also, must play for the Mikado."

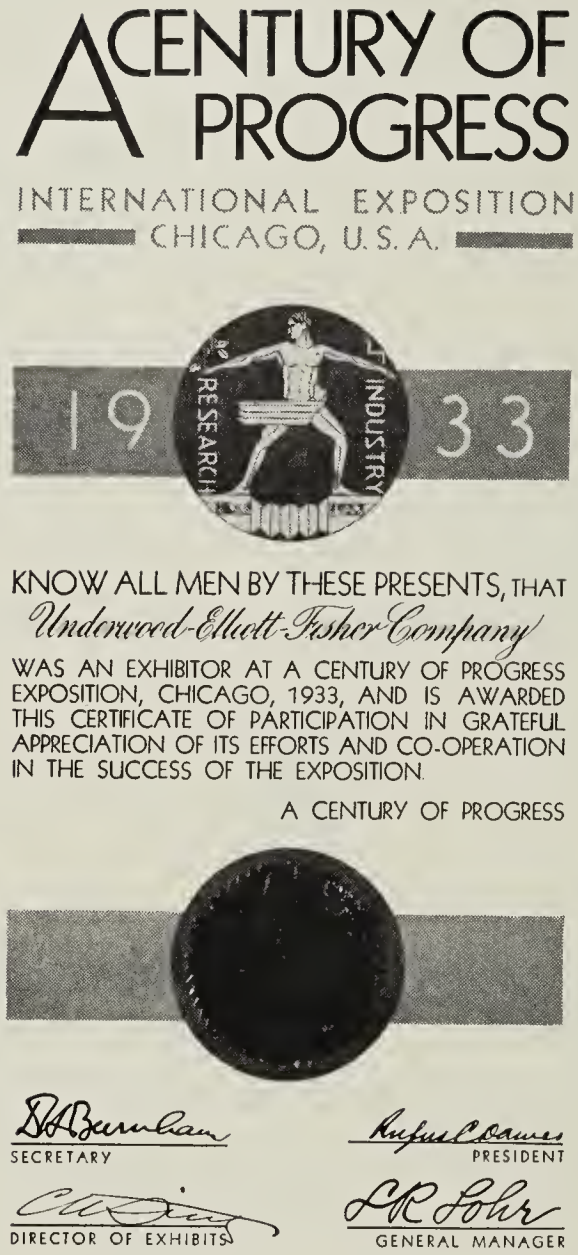
My friend vehemently replied it was impossible, that he could not play.

"This won't do," said the interpreter. "It is a royal command." So my friend picked out *Home, Sweet Home* with one finger.

The Mikado withdrew; but while the visitors were waiting a moment, the interpreter returned and said, "His Majesty wishes to hear the great pianist in private."

The professional sprang to his feet. "Oh, no," said the interpreter, "You had to use 10 fingers, while this great artist played with only one."

For all typesetters in newspaper offices and elsewhere, the typewriter has been an unspeakable blessing. The torment of reading illegible handwriting no doubt used up a vast amount of time and injured the eyes of the victims. Personally, I prefer to receive even the most intimate letters in typescript, rather than in pen and ink. They are so much easier to read and the amount of time saved is not to be despised. I think everything, except perhaps proposals of marriage, should be printed on the typewriter. And if even proposals were typed, it might avoid embarrassing situations.



Certificate awarded by A Century of Progress.

WRIGHT VISITS BRANCHES

¶ General sales manager makes tour of branch offices in Southern and Western Districts.

GENERAL Sales Manager Fred F. Wright left New York on January 6 for an extended trip to survey general business conditions and to visit various Underwood Elliott Fisher branch offices.

He was gone until the last of the month and traveled considerably more than 5000 miles. On the trip he visited the offices of the Southern District and those in the Western District which he had not recently covered.

Mr. Wright was warmly received on his numerous stops, making new acquaintances and renewing many old ones.

Vice President Lentz Guest At Bridgeport Works Dinner

ON Tuesday evening, January 23, the Bridgeport Works gave a dinner in the University Club of Bridgeport, Conn., with L. E. Lentz, vice president in charge of engineering, manufacturing and service, as guest of honor.

The meeting was called to order at six o'clock by Works Manager Fred U. Conard, who introduced Mr. Lentz.

In his introductory speech, Mr. Conard thanked employees for the good work they have performed in consolidating the Sundstrand and Elliott Fisher divisions of the company.

Mr. Lentz, in his address, also thanked the men on behalf of President Wagoner and the company. He said he was very pleased personally with the enormous amount of work which has been done in consolidation of the two divisions.

William Tillman, accompanied by J. Morgan, pianist, sang several solos. After dinner there was chorus singing, billiards and checkers.

The Bridgeport Works plans to hold occasional meetings of this nature in which all foremen and supervisors may get together for a social evening. Those attending the dinner were Mr. Conard, W. A. Swanson, E. P. Gillane, W. A. Anderson, N. H. Butt, J. N. Hoffman, H. O. Wahlmark, L. R. Melquist, L. W. Nelson, G. N. Bookland, G. H. Peterson, H. C. Edgerton, E. L. Monson, O. J. Sundstrand, E. L. Wise, C. Wideman, C. Speakman, W. Olson, Hugo Ekedahl, L. A. Koberg, H. M. Fraser, R. F. Bradley, C. Anderson, A. Lightner, H. Strople, B. Daniels, Elmer Monson, O. Sorenson, A. Gustafson, J. Smith, F. Flohr, J. Spangler, William Tillman and J. Morgan.

Down Under With Underwood

OUR TYPEWRITERS USED BY BYRD

Machines Chosen For Polar Expedition Because Of Dependability Under All Conditions

DOWN in Little America today Underwood typewriters are speeding out reports and messages and documents destined to be of wide interest to the scientific world.

The Underwoods are part of the equipment of the expedition led by Rear Admiral Richard E. Byrd into the shining, icy wastes of the Antarctic.

This expedition left the United States in the autumn of 1933 and on January 17 had reached the Ross ice shelf at a point near the supply base established during the first Byrd expedition in 1929.

When the two ships of the expedition, the flagship *Jacob Ruppert* and the oceanographic survey vessel *Bear of Oakland*, sailed away on this great adventure in October, they carried a greater quantity and variety of supplies than on the previous polar trip. More than 1400 different kinds of articles were stocked in their holds.

Quantities of food, fuel, clothing, tools and instruments were stored. Sledges and dogs were brought aboard. A twin-motored seaplane and an autogiro were dismantled and stowed away. And not least important among these supplies which will enable a group of approximately 70 men to study and work while out of direct contact with civilization for almost two years were the Underwoods.

Since the visit to the southernmost part of the globe is being made for scientific purposes, it is extremely necessary that the results of observations and research be noted in written form at the time they are made. It is this work which is being done with Underwoods. Further, the expedition is in constant touch with the rest of the world by radio, and despatches to be sent and messages received also are transcribed on Underwood machines.

Wide World

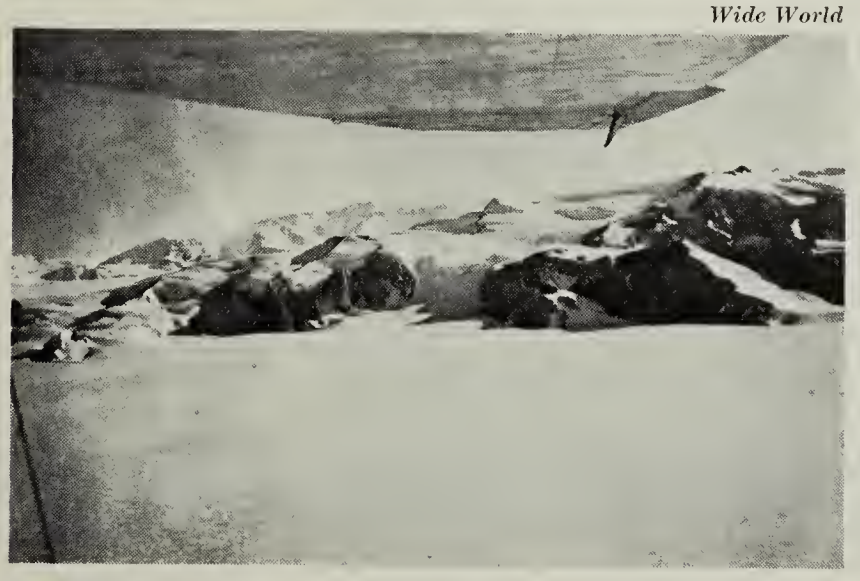
Above, great masses of "pressure ice" in the Bay of Whales with a member of Byrd's crew silhouetted on top of one of the chunks.

It is expected that data collected by this expedition will be of the greatest scientific interest and may enable scholars to discover answers to many of Nature's riddles.

Rear Admiral Byrd himself proposes to fly beyond the South Pole far enough to determine whether Antarctica is a true continent or two large islands. He will attempt also to learn if the vast mountains in this part of the world are an extension of the Cordillera chain of the Americas. Scientists in his party will strive to pierce the secrets of the Heaviside layer, upon which radio transmission properties depend. Others will study meteorological conditions in this remote land, still in the grip of the Ice Age, as a basis for analyzing South American weather conditions. Still others will collect plants and animals, fish and birds. Observations of the cosmic ray will be made, and territory claimed for the United States four years ago will be carefully mapped.

A range of the Queen Maud Mountains, midway between Little America and the South Pole, as seen under an airplane wing.

Wide World



It is exciting to realize that in all this thrilling and momentous activity, Underwood Elliott Fisher has more than a casual interest.

For this extremely important scientific research work, under such difficult conditions, equipment of the greatest reliability is an absolute necessity. Hence the Underwood, its rugged dependability being already well known to Admiral Byrd, was selected.

The present expedition is not the first time Underwood typewriters have been taken around the Horn, to New Zealand and on to the Bay of Whales to do their work on a ship rimmed around with sheer walls of green ice or in a camp laid out in glistening snow fields. A battery of Underwoods went with the 1929 Byrd expedition, and proved then that their high efficiency is not impaired by the most extreme conditions. In addition, our machines are used in Byrd headquarters in New York and in Washington, D. C.

For whether it is in a steam-heated office in the United States, the humid atmosphere of a tropical jungle, the corroding salt air of a sea island, or the bitter cold of "down under", Underwoods can be counted upon to perform better than any other make of typewriter. The quality of their materials and the skill of their manufacture will always tell in the long run.

In commenting on the fact that Underwoods were chosen to go into a region of sudden storms and grinding ice, a region in which they must at times be carried in open boats or in dogsleds, a member of the Byrd party paid the machines a striking tribute in four simple words—"They stand the gaff."

More Than Steam Shovels

AT BONNEVILLE DAM

Underwood Elliott Fisher Office Equipment Purchased For Vast Public Work After Rented Competitor Machines Found Inadequate

IT takes more than steam shovels, pile drivers and other heavy machinery to build a dam like the Bonneville Dam in Oregon. It requires office machinery as well—and in the construction of the Bonneville Dam it is Underwood Elliott Fisher office machinery that is being used.

The site of this dam, on the Columbia River 42 miles above Portland, is astir with activity these days. It is here the federal government has begun the initial element in a $31,000,000 hydro-electric and navigation project planned to create a great industrial and agricultural empire in the Northwest.

The Columbia River, whose power the dam will harness, is the largest waterway on the North American continent which empties into the Pacific. Rising in the glacial snows of the Canadian Rockies some 70 miles north of the international boundary, its course starts in a northwesterly direction toward the Arctic circle. Then it turns south abruptly along the Selkirk Mountains, flows through a series of beautiful, narrow lakes in British Columbia, and enters the United States at the northeast corner of Washington.

Its flow is augmented by the water of many tributaries. Just before crossing the border, it is joined by the Clark Fork which rises on the western slopes of Glacier National Park and is fed from the Bitter Root Mountains of Idaho. Its next tributary is the Spokane river, and then it receives the waters of the Okanogan, a stream that spreads itself in a host of glorious Canadian lakes. Additional water pours into the Columbia from the Yakima River, the Snake — its largest tributary, the Walla Walla, the Umatilla and the John Day River which has its source in the pine-clad Blue Mountains.

Despite its mighty size, the Columbia remained hidden from explorers a surprisingly long time. In 1603 Spanish explorers who were expressly sent to report on geographic features of the northwestern American coast noted a great outflow of fresh water at the Columbia's mouth and deduced the presence of a great stream but did not enter it.

Indian tribes settled around the Great Lakes and the upper Mississippi knew of the river, and a chief gave a French explorer a map, a copy of which is still preserved in Paris, showing its approximate location. The Indians called the stream the Oregon.

Able British navigators such as Cook, Vancouver and Meares searched for the river in vain. Indeed, Meares looked for it with particular care and in his ship's log entered a statement that it could be definitely asserted no such river existed. He therefore named the outstanding feature of the nearby coast Cape Disappointment.

In May, 1792, Robert Gray, an American merchant trader, sailed past Cape Disappointment and actually discovered the Columbia River. Ships of other nations soon appeared, and although the priority of Gray's appearance could not be denied, there were many conflicting claims to the territory.

In 1805 the great overland expedition of Lewis and Clark strengthened the claim of the United States, and six years later John Jacob Astor established a fur trading post on the river's banks. But the following year, during the War of 1812, the American flag was hauled down, and in 1824 the Hudson Bay Co. built Fort Vancouver as a center for its great fur trade.

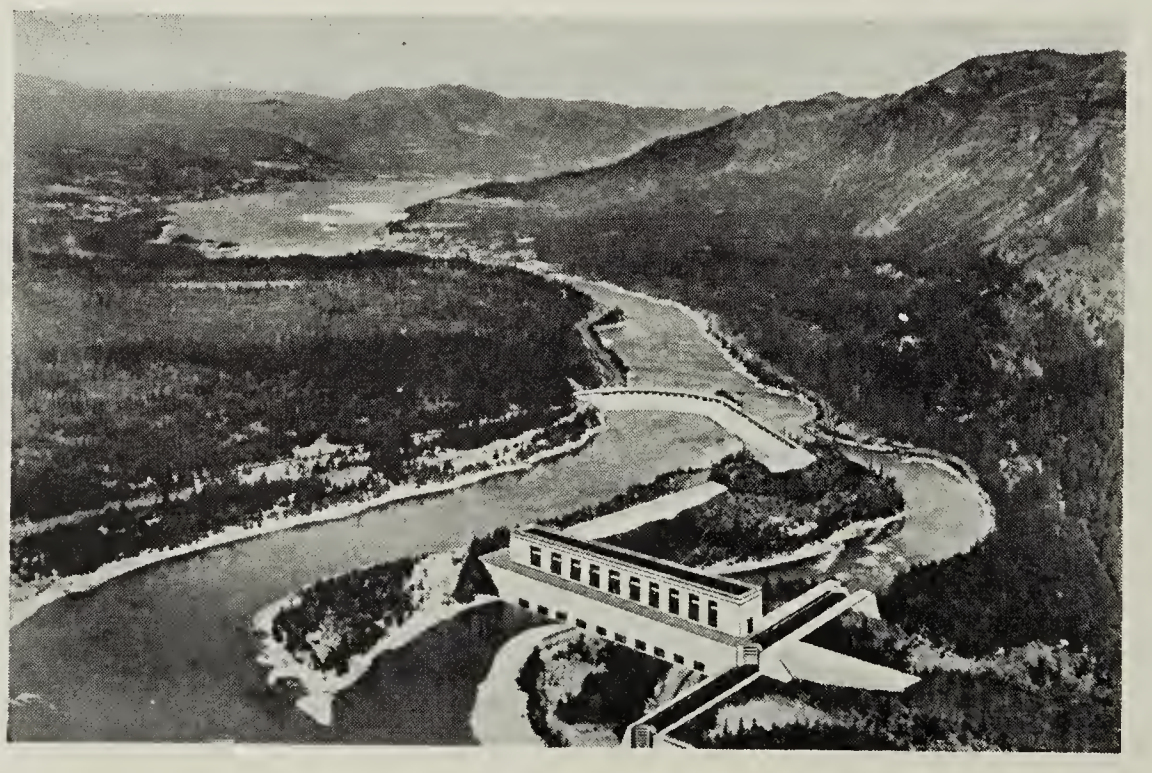
In the meantime the Spanish government had, by treaty, relinquished its claim to the territory in favor of the United States. In 1846 an agreement also was reached between our country and England, and the present American-Canadian boundary was established.

Today this historic river valley echoes to the ring of hammers, the thud of picks, the rattle of cement mixers and the roar of steam shovels.

High hope reigns in the Northwest. Business men and agriculturists see visions of the growth of present communities, the building of new ones, the founding of great industries, the expansion of the population of Oregon, Washington and Idaho to four and one-half millions by 1960 and the enrichment of the entire territory.

The present center of the great development is at the Bonneville Dam in the center of the Columbia Gorge where the river walls rise to a height of 3000 feet. Here Army engineers four months ago began

An aerial view of the Columbia River, at the point where work on the great Bonneville Dam has begun, is shown below with an artist's conception of the dam and power house.



the work of harnessing the river and building a power house and navigation locks.

Already the Public Works Administration has allotted $20,000,000 to the project, and five contracts totaling $750,000 have been awarded. Bids were opened last month on the paving and buttresses for one of the side dams, a job to cost another $750,000. Other bids which probably will be let this year include the navigation locks, to cost $1,300,000; base of the power house, $2,000,000 and railroad relocation, $4,500,000. Employment will be given this year to approximately 2000 men.

As soon as work started on this gigantic development, bids for the rental of office equipment were called for, and a contract was awarded to an Underwood competitor on the basis of price. The Portland branch of Underwood Elliott Fisher immediately began a demonstration of the superiority of UEF products, however, with the result that the rental contracts were cancelled and Underwood typewriters and Sundstrand adding machines were purchased. This is only the initial installation, and as work progresses additional equipment undoubtedly will be bought.

Some idea of the magnitude of the Columbia River project can be gained from the fact that a report of United States engineers stated the Columbia offers the greatest scope for development of hydro-electric power in this country.

Photo from Union Pacific Railroad

Multnomah Falls is on the Columbia River Highway, east of Portland and in the vicinity of Bonneville Dam.

The *Morning Oregonian*, Portland newspaper, says the power which may be derived from this stream eclipses even that of the Colorado River (Boulder Dam), Niagara Falls and the Tennessee River.

In a statement issued by the Portland Chapter of the American Society of Civil Engineers it was said, "If this project is consummated, we will have the largest single aggregation of low-cost power in the world which, coupled with adequate navigation facilities, will produce an industrial center that will command the commerce of the world. The fullest possible agricultural development will automatically coincide with the demand for its products."

All administrative work in connection with the Bonneville Dam is handled by the Army engineers under Col. T. M. Robins, division engineer at San Francisco, Cal., and Major Charles F. Williams, district engineer, Portland. Lieut. J. S. Gorlinsky is assistant to Maj. Williams.

C. I. Grimm, chief engineer in charge of the work, has handled similar jobs on the Ohio and Mississippi Rivers. Consulting engineers are D. C. Henny, Portland; J. P. Hogan, New York; L. C. Hill, Los Angeles, Cal.; and L. F. Harza, Chicago. Consulting geologists are E. T. Hodge, Eugene, Ore., and Ira Williams, Portland.

The UEF Portland branch confidently expects the sale of much more office equipment for use in connection with this development which advances President Roosevelt's great social experiment to bring the American people into a "more abundant life."

Psychology and typewriters

By J. A. B. SMITH

Instead of writing his usual feature, Typewriter Talks, *Mr. J. A. B. Smith, Underwood commercial engineer, this month has written an article dealing with a mental, rather than a mechanical, aspect of typewriters and selling.* —The Editor.

WE all know that the "follow-through stroke" typist does not always readily adapt herself to the slight but necessary change demanded in stroking the keys of the Noiseless. This lack of ready adaptation may have a tendency to create in the minds of some typists a subconscious disposition to be over-critical and to blame the machine rather than themselves for unsatisfactory work. Such a situation must be realized and squarely and patiently faced by both sales and service representatives.

Never should a representative of the Underwood abruptly say—"There is nothing the matter with this machine; you are not operating it correctly," or words to that effect.

Never should he make any comment that will arouse an antagonism in the typist which might be transferred to the machine or the company.

How much better to listen attentively to the typist's comments and then try to have her enumerate her troubles specifically.

A service man should try the machine, having in mind the thought that any adjustment will permit him truthfully to say, "Now it runs better, doesn't it?"

Even a minor adjustment will preserve the typist's self-esteem, while to blame her method of operation for any fault in the machine's work will injure her pride and carry the risk of incurring her permanent displeasure.

If, of course, the service man senses that the typist is seriously dissatisfied with the machine, he should notify the salesman at once through the proper channels, as it was the salesman who placed the machine on examination and he will realize the importance of giving the matter his personal attention.

A salesman should attempt, by a few tactful remarks such as—"Let me try the machine," gradually to convince the typist that while the Noiseless is perhaps a trifle different in action from her former machine, she will prefer it after she has become familiar with its operation. He then can helpfully suggest any modification of her style which is better suited to the machine.

Salesmen and service men should remember that insofar as their first approach to any complaint is concerned, the typist is always right, and that they are dealing probably with temperament rather than justified criticism. The psychology that will keep Underwood out in front throughout the years is intelligent enthusiasm, sincere co-operation and absolute loyalty to Underwood Elliott Fisher products.

Sundstrand SALES INCREASING

THE new Sundstrand 13 and 17 column models are accounting machines which embody all the latest developments of engineering science. They embrace features of versatility, dependability, simplicity and speed, with complete mechanical control over accuracy, to a degree far beyond any previous models. In fact, these machines stand supreme in their field.

They were designed, from their inception, fundamentally and exclusively as accounting machines. In no sense can they be considered adding machines to which, as an afterthought, bookkeeping features and attachments have been appended.

To quote from our advertising booklet *New Speed From Start to Finish*—"From the moment the operator inserts the forms, every step is quick, simple and completely automatic." This means that every action, except depressing the figure keys, is done swiftly and correctly by the machine itself. Tabulation, subtraction, printing of dates, totals and sub-totals, selection of registers and of debit and credit columns, even motor operation and paper spacing—all these things are performed automatically, without effort or thought on the part of the operator and with complete elimination of the possibility of errors due to the "human element."

The construction of the automatic control mechanism, and the fact that the carriage stop and control lug magazines are interchangeable and that the control lugs themselves also are interchangeable, affords in these machines a superlative flexibility. The salesman can set up the machine in the exact manner in which it will be used by a prospect and, if necessary, demonstrate it on the prospect's own forms.

Sale of the 13 and 17 column Sundstrands have been decidedly on the increase. Salesmen who have conscientiously studied these machines, who have learned their operation and the application utility of their many features, and who have absorbed the educational material issued to the field, soon have shown the results of such study in actual orders.

In this connection it may be mentioned that there have been issued the Salesman's Manual covering the Sundstrand 13 and 17 column models; various Standard Demonstration Forms with carbon paper, including general operating information and the specifications of the models involved; Price Book Sheets listing the features incorporated in each model; a Composite Keyboard Chart showing maximum keyboard and type sector facilities available; a Chart for Drafting Forms, showing specifications for front-feed and rear-feed carriages; a Control Plate Specifications Sheet; as well as advertising literature.

Here are just a few of the many installations that evidence the tremendous sales possibilities for these machines:

Marathon Oil Co., Tulsa, Okla., accounts receivable — foldover duplicate statement, with ledger interleaved, and a journal sheet;

Kennedy Oil Co., Galesburg, Ill., accounts receivable—collated statement, ledger and journal sheet;

General Motors Corporation, Chevrolet Motor Co. Division, Detroit, Mich., stock records — ledger and journal sheet;

Mid Continent Petroleum Co., Tulsa, Okla., and Terre Haute, Ind., accounts receivable—triplicate statement collated with ledger and journal sheet, also age analysis at end of month;

United States Government, Board of Engineers for Rivers and Harbors, Washington, D. C., employees' earning ledger and employees' retirement fund ledger;

Phillips Petroleum Co., Tulsa, Okla., accounts receivable—statement in quadruplicate and journal sheet;

Westinghouse Electric Co., East Pittsburgh, Pa., accounts receivable—ledger and journal in duplicate;

United Oil Co., Columbus, Ga., accounts receivable — foldover duplicate statement with interleaved ledger, and a journal sheet;

Philadelphia Electric Co., Philadelphia, Pa., payroll records—employees' ledger account with unit distribution tape.

This list represents only a few of the machines which have been in operation for some time. When it is considered that in almost every instance they were purchased only after exhaustive investigations and tests by the prospects, it proves conclusively that the Sundstrand 13 and 17 column meet the exacting demands of modern accounting practice.

PENNSYLVANIA SUGAR

¶ *Ferry and Hess collaborate to sell six accounting machines in one deal in Philadelphia.*

SALESMEN J. F. Ferry and R. T. Hess, of the Philadelphia branch, made a sale of substantial size recently when they closed a deal with the Pennsylvania Sugar Co., for two CAX63AE-9D-9D Elliott Fisher accounting machines and four model 79510 Sundstrand accounting machines.

This customer has used Elliott Fisher machines for 17 years and has made thorough investigation of all competitive makes at frequent intervals. A demonstration of the Sundstrand influenced the company to place additional work on machines, and needless to say the Sundstrand won the approval of all interested parties.

Southern Firm Lauds Business Relationship

DURING the holiday season the Greenville, S. C., sub-branch received the following letter from James F. MacKey & Sons, Greenville:

"At this time of the year, when all of us are thinking of our friends, we want to send you a word of appreciation for the very satisfactory business relationship that has existed between us during the year just closing.

"Your co-operation and the type of service we have received from you have contributed materially to an increasing appreciation and satisfaction that we have enjoyed through this relationship."

This is an excellent expression of the sort of friendliness which Underwood Elliott Fisher strives to merit from its customers and is gratified to receive.

SVENSKA DAGBLADET

¶ *Swedish daily newspaper carries full-page Sundstrand advertisement on page one.*

TO most of us it would seem strange that the front page of a metropolitan daily newspaper should be given over in its entirety to an advertisement. Yet page one of a December issue of the Stockholm, Sweden, *Svenska Dagbladet* bears a full-page advertisement—and the advertisement is for the Sundstrand adding machine.

It is in two colors and features a large cut of a Sundstrand with the head removed to show the mechanism.

Typical phrases in the advertisement are—"reasons for Sundstrand's world-wide popularity clearly listed below"—"only 10 keys in natural order"—"precision workmanship of highest class."

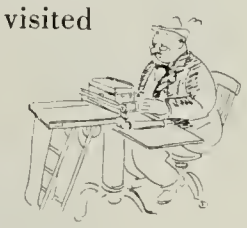
The House of Sulzer Brothers

EXPORT DEPARTMENT CUSTOMER

Giant Engineering Firm Dating From 1775 Sends Its Products Around The World

THE Underwood Elliott Fisher export division is proud not only of the volume of our company's foreign business, reaching as it does to every corner of the world, but is proud also of the character of our clientele abroad, whose stamp of approval on our products is considered of more value than the mere commercial aspect of an account.

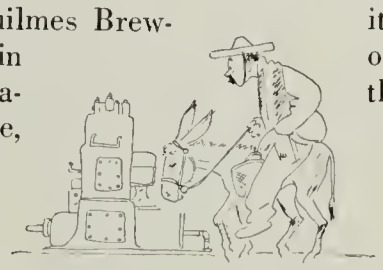
That is why the export department is pleased to list the engineering firm of Sulzer Brothers, in Winterthur, Switzerland, which C. Stevenson, UEF export manager, visited last year, as a user of Underwood bookkeeping machines, Underwood Fanfold machines, Underwood typewriters and Sundstrand adding machines.



Products of the Sulzer concern are to be found in every part of the world—from Australia to the Argentine and from Silesia to Java.

The Catalana Electricity Works in Barcelona, Spain, and the Great Mountain Collieries in Llanelly, Wales are equipped with boilers from the Sulzer Brothers factories.

Steam engines in the Quilmes Brewery of Buenos Aires and in the Edward Lloyd, Ltd., paper mills of Sittingbourne, England, were made by the same firm.



Diesel engines in the Soprotex Textile Works, Bucharest, and the Municipal Electric Works of Ica, Peru; marine engines in police launches on the River Rhine and in tugs on the River Magdalena in Colombia—these, too, are from Sulzer Brothers.

Sulzer pumps suck water from the Durban Roodepoort Deep mines in Johannesburg and the Lindsay mines in north China. Sulzer pumps of a different type cause water to flow in the waterworks at Osaka, Japan, and the Kom-ombo irrigation station in Egypt.

The vast Sulzer enterprises were founded in 1775 by Salomon Sulzer, who had studied theology and who was on the point of preaching his first sermon when he suddenly decided to abandon a career in the clergy and become a brass-founder.

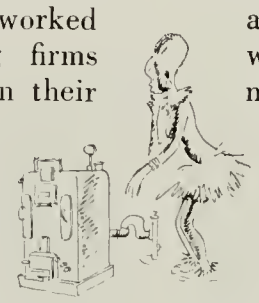
This trade was a relatively new one and Sulzer paid 500 florins to a master founder to be initiated into its secrets. After acquainting himself thoroughly with the vocation, he established a foundry of his own in Winterthur. The people of the town were afraid of the unknown trade, and public opinion was so strong that the foundry was relegated to the town moat.

Here Sulzer constructed fire engines, presses and many other articles, the manufacture of which had hitherto been entirely in the hands of coppersmiths.

The business had hardly begun to flourish, however, when the French Revolution broke out, paralyzing commerce and trade. Sulzer was forced to emigrate to Lorraine and left his foundry to a son, Jakob.

At the beginning of the 19th century the works were extremely simple, and it was considered a momentous occasion when, in 1823, the castings reached a total for the year of three tons.

Jakob Sulzer had two sons, Johann Jakob and Salomon. While still youths they studied and worked with famous engineering firms throughout Europe, and upon their return home their father decided in 1834, to establish an iron foundry. Cheap cast iron was then taking the place of the more expensive bronze and was becoming the chief material in the construction of machines.

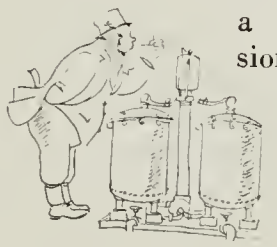


The progress of the business from this date was excellent. The textile industry, which was developing very rapidly in Switzerland, afforded a large amount of work as it required numerous castings for machinery. By 1836, twelve men were employed in the foundry, and three years later it was found necessary to build a larger one.

At length the business became so large that partners had to be taken in to aid in its management. Sons, sons-in-law, grandsons and collaborators from outside the family entered the firm. The company was incorporated in 1914, and several thousands of workers are employed at present.

The motto of the company, taken from a letter written by one of the proprietors to his son in 1876, is—"The good name which our house has acquired, even outside the borders of Switzerland, is due above all to every piece of work entrusted to us having been executed in the best possible manner."

The size and efficient organization of Sulzer Brothers made a particular impression upon Export Manager Stevenson on his European trip last year.



"I was amazed," he says, "by this colossal industry. In the minds of most of us Switzerland is generally thought of in favorable association with various dairy products; with watches whose workmanship has made the notice *Swiss Movement* almost synonymous with excellence, or with Alpine scenery which always has been in high favor with tourists both American and European. Yet there, in the midst of what is most often considered a pastoral country, is a concern which is the equal in physical magnitude and in the international scope of its market with any enterprise in the most industrialized nation."

That a foreign company of this calibre, which itself manufactures products of the greatest mechanical complexity and precision, should favor Underwood Elliott Fisher machines is a most genuine testimonial of their peerless quality. It is indicative, also, of the important role the export department plays in our company, whose products indeed speed the business of the entire world.

Valentine

Instead

Say It

Seymour

ALFRED A. SEYMOUR, of the Hartford, Conn., branch, made a sale of a model 3-26 Underwood Universal accounting machine to the Allen Manufacturing Co., Hartford, which was unusual because of the application of the product.

The application covers every detail for which the model 3-26 Universal is set up including accounts receivable, with distribution; sales to date for each customer; deposit slips receipted, with cash receipts, and accounts payable.

Mr. Seymour clearly showed his prospect where and how this machine could do the company's accounting work more efficiently, and persistently pushed this point until he had intelligently persuaded the prospect to see his arguments as he saw them. Carefully prepared references to the distribution features were the deciding factor in the deal.

West

IT has been said of some glib people that they "could talk a bird out of a bush", but when it comes to persuasive oratory, Allan West, mechanic and junior salesman with the Albany, Ga., agency, can beat that stunt by a mile.

Mr. West recently was rolling to work in his model T Ford roadster when he was stopped by the town constable because a front license plate was conspicuously absent from his car. The officer climbed into the roadster and ordered Mr. West to drive to the office of the Justice of the Peace.

A Noiseless 77 was on the seat beside Mr. West, and the constable had to hold it in his lap during the ride. He showed some interest in the machine, and Mr. West explained its merits.

Arrived at the Justice's office, Mr. West took the machine inside with him. Exactly what conversation Mr. West had with the Justice is not revealed by the UEF NEWS reporter, but when the traffic law violator left the court an hour later, he not only had talked himself out of a fine but had signed orders in his pocket from both the Justice and the constable for Noiseless typewriters!

Bretzke

HOW an alert salesman can, in a logical and unobtrusive manner, inject into the consciousness of a prospect the idea of purchasing office equipment is illustrated in the sale of eight new Noiseless typewriters by C. B. Bretzke, of the Green Bay, Wis., branch, to the Aluminum Specialty Co., Manitowoc, Wis.

A service call on two machines in the Aluminum Specialty Co. offices gave Mr. Bretzke an opportunity to suggest that the company make an inventory of its typewriters showing the age, condition and trade-in value of each machine. Upon completion of this report the customer was considering the exchange of two machines, when the new Noiseless was announced.

Immediately Mr. Bretzke gave a demonstration of the new product which was so impressive that the prospect, already contemplating the acquisition of new equipment, became convinced that not two but eight machines were needed.

Warden

THE sale of 10 double Gothic new Noiseless typewriters to the Oklahoma Publishing Co., Oklahoma City, by Salesman William H. Warden was unusual because the customer made the purchase without even seeing the machines.

Although the sale was made in competition with three other makes of typewriters, no special inducement was offered to obtain the order. The deciding factor in the sale was the simple fact that the Underwood machine is a superior product.

Mr. Warden, who relied solely on a photograph of the model, has maintained close contact with the account for many years, and the resulting confidence of the customer in the absolute accuracy and fairness of every statement made by him in his sales arguments was another and important element in the final closing of the deal.

The purchasing company publishes the *Daily Oklahoman* and the *Oklahoma Times*, newspapers having the largest circulation of any in the state. The Underwood typewriters wil be used in the editorial rooms of these two papers where they will aid in reducing the excited clamor which is the usual concomitant of gathering news.

GREETINGS

f Sending The Usual Bouquets, Sweetmeats Or Billets Doux, These Men
The World At Large With The Most Interesting Sales Of The Month

The cherubs clustering about the heart on the lacy Valentine are, top, left to right, C. B. Bretzke, Bob Oster and A. A. Seymour; bottom, left to right, Allan West, P. S. Donovan and Wm. H. Warden.

Donovan

PAUL S. DONOVAN, of the Portland Me., branch, knows how to turn a misfortune into an opportunity.

While setting up an accounting machine in Augusta, Me., Mr. Donovan hurt his arm and was taken to the Augusta General Hospital. Soon after he arrived, a nurse came into his room to make a hospital report of the accident. She carried a large competitor make typewriter on which to type the report.

"Now look here, pretty nurse," Mr. Donovan said, putting on his best smile, "if you should slip and fall with that big machine, you'd be as badly off as I am. What you should have is a model F Underwood."

It so happened that Mr. Donovan had a model F with him and showed it to the nurse to prove his contention.

As soon as she looked at the beautiful new machine, she exclaimed, "That's just what I have wanted for a long time, and it's so small, too."

She tried typing a few lines and found the lightness of touch, the quietness of the shift mechanism and the general simplicity of operation "delightful."

Mr. Donovan explained that this model had virtually all the features of more expensive ones, which also impressed the prospect greatly. When he suggested that she snap on the case and lift the machine, and she discovered how easy it was to carry, the negotiations were ended.

Before the injured arm was completely healed, the old typewriter was traded in on an Underwood Portable.

Oster

BOB OSTER, of the Bay Cities Typewriter Shop, which has a sales agency in the Los Angeles, Calif., territory, has the honor of bringing in a large order from the first business college on the Pacific Coast to equip itself completely with the latest and best in typewriters —the new Underwood Noiseless.

The college is the Willis Santa Monica Business College at Santa Monica, Calif., and its proprietor purchased 36 Noiseless machines, trading out every competitor typewriter.

All competition was in on this deal, but the owner of the college was induced by Mr. Oster to standardize on Underwood. He based his decision on the realization that the extensive Underwood Elliott Fisher advertising campaign now being carried on would react to add prestige to his school if it were equipped with our product.

Mr. Oster pointed out to him that prospective students of his school read Underwood advertisements in magazines and hear *The Voice Of America* on the radio, and that, upon seeing Underwoods as part of the business college's equipment, they would be impressed by the fact that the school made a feature of offering the very best facilities.

Sherry

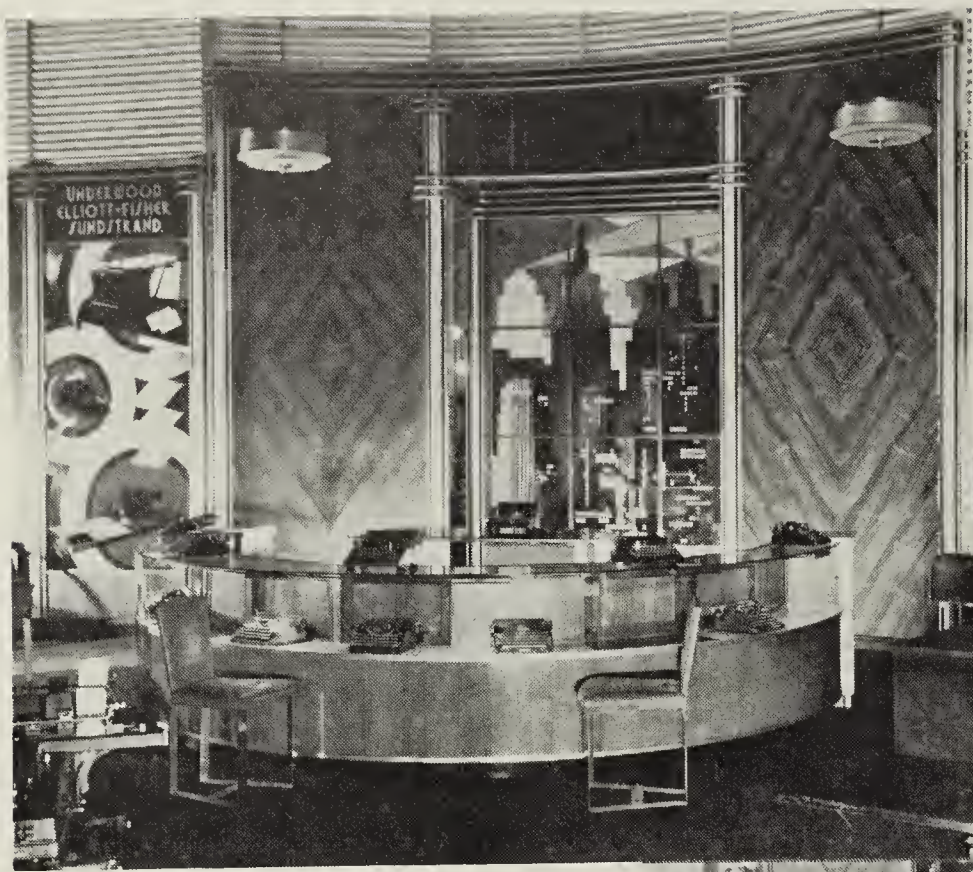
A SALE which is noteworthy by virtue of the fact that it marks the first UEF sally into a field in which competitor machines previously have been represented was that of two CAX43AE8D-8D Elliott Fisher accounting machines to the newspaper, *The Philadelphia Record.* The sale was made by W. J. Sherry, and is the first UEF installation of this kind in a newspaper office in Philadelphia.

The deal was closed only after persistent competitor activity had been met and overcome. The machines will be used for accounts receivable and lineage records combined and for statement ledger and proof journals. An interesting feature of the installation is that lineage sold by the newspaper to its advertisers is recorded daily, month to date and year to date.

New Offices

ALL DIVISIONS

Offices Previously In Separate Locations In Pretentiously



Above and right, views of the Display Room in the Chicago UEF office. In the center below, the Sales Room and General Office.

UNDERWOOD ELLIOTT FISHER COMPANY'S offices in the nation's second largest city recently were brought together in a single building which is characterized by pretentious and beautifully decorated interiors.

All divisions of the Chicago organization have been moved to the building at 210 West Monroe Street, part of which was occupied previously by the typewriter division alone. The combined offices require all the space in the basement, first, and second floors of the building—a total of approximately 30,000 square feet.

The opening of the new offices to the public was marked by a celebration fitting so important an occasion in the company's history. A reception was held by members of the organization, and UEF customers and members of the office machine business in Chicago were invited.

Throughout most of the day visitors swarmed to see the handsomely appointed home of Underwood Elliott Fisher in the Windy City. As the guests entered, they were met by members of the sales staff, identifiable by white boutonnieres, and conducted through the entire establishment.

The salesmen's training room had been transformed into a buffet for the occasion and each tour of the building included a stop there where excellent food and drink were served. Praise from the visitors for the layout and decoration of the offices was unstinted.

Baskets of flowers bearing messages of good will and esteem had been received from many well wishers and added to the festive atmosphere.

Branch Manager F. C. Snow was master of ceremonies. He was assisted by Manager F. G. Schuelke, of the typewriter division; Manager E. I. Tafel, of the accounting machine division; Manager Van W. Haverton, of the adding machine division, and Manager R. L. Schramm, of the supplies division.

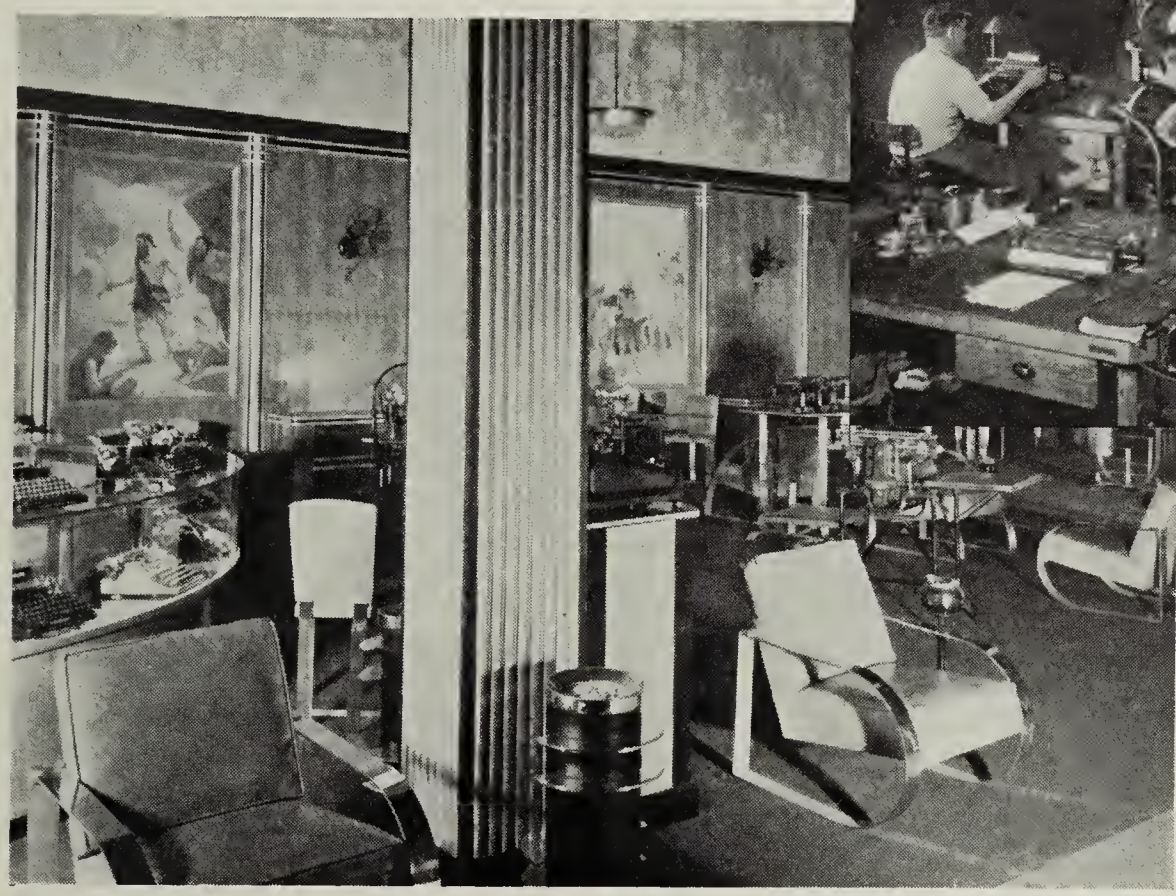
On the first floor of the building is the Display Room, which is the outstanding feature of the establishment. It is done in the modern manner in black, silver and blue and presents an impressively attractive appearance.

The woodwork is of rich walnut and the floor is covered with blue carpet. Walnut paneling, divided by pilasters in black and silver, sheathes the walls. Five of the panels bear large mural

For Chicago

ARE JOINED

Brought Together Under One Roof
Beautiful Quarters



Left, another view of the Display Room, showing modernistic furniture and murals, depicting the history of writing. Above, the Shop.

paintings depicting the development of writing from Stone Age carvings, through Babylonian cuneiform characters and Egyptian hieroglyphics, to the quill pen. These murals are such excellent examples of art work and of such historic interest that many requests have been received from school teachers and educators for reproductions for classroom use.

The furniture is modernistic in style. Chairs are made of chromium plated metal and grey leather. The tables and display stands were especially designed and are constructed with chromium standards and tops of a black synthetic material which is impervious to scratches, burns and liquids. UEF products are displayed on the stands and in a curving show case.

The balance of the ground floor behind the Display Room is taken up by the Sales Office, Accounting Office and Service Department Despatch Room.

The front of the second floor is occupied by Western District Manager R. B. Buswell's office. Behind that are the Employment Department and Typewriter Practice Room. The Accounting Machine School, Service Department Office and Shop occupy the remainder of the floor.

In the basement are the School Room for sales training and general meetings, the Supply Department and the Stock and Shipping Room.

The layout and furnishing of the offices was done by Melzer & Liebrich, architects and interior decorators, working under the able direction of A. J. Campbell.

Mr. Campbell, as everyone in the organization knows, has had the responsibility of locating and laying out many Underwood Elliott Fisher offices throughout the country. He regards the Chicago offices, as the finest he has yet planned, and this estimate is corroborated by the opinion of all who have inspected them.

Besides being an asset to the organization by reason of their beauty, the new offices represent added efficiency through concentration. Prior to the move to 210 West Monroe Street, the accounting machine division was at 36 South State Street, the adding machine division at 155 East Superior Street and the service department at 655 South Wells Street. The new UEF home in Chicago is another tangible evidence of our company's continuing progress.

FAMILY NEWS

Brief Bits About People

E. C. Wick, for several years Underwood typewriter salesman at Philadelphia, has established a sales agency for typewriters and adding machines in a ground floor location in Norristown, Pa.

S. M. Nelms, formerly of the Little Rock, Ark., office, is service foreman of the Fresno branch. Manager L. A. Weitz says he is doing a good job and is showing profit regularly in his department.

The former Miss Mildred Mary Wilson and Louis J. Scussel, Sundstrand repairman of the Richmond, Va., office, were married in December in Fredericksburg, Va.

The engagement of Miss Pauline Cerjak, telephone operator in the San Francisco, Calif., branch, has just been announced.

E. W. Roberts, sub-branch manager at San Jose, Calif., has returned to his office after a short illness.

"Tempt your customer! Show him a beautiful new machine and he will buy!" That is what F. G. Fink, Seattle branch manager, tells his sales force, and recently he practiced what he preached—with unexpected results. He had just bought a new car and left it parked before his house. The "temptation" theory worked. The police recovered the car but are looking still for the "customer".

O. W. Schaeffer, assistant branch manager of the New Orleans, La., branch, is the proud father of a boy. There are already two daughters in the Schaeffer family.

The Philadelphia branch reports the addition of Joseph Nilon to its staff as adding machine salesman.

It seems that in Buffalo, N. Y., UEF men go from platens to politics. James Hoban, newly appointed city treasurer, was formerly an Underwood salesman, and Andy Smith, at one time one of the better Underwood service men, has just been made county mortician.

On December 30, H. J. Method, accounting machine representative in Wisconsin Rapids, Wis., was presented by Mrs. Method with an 8-pound baby boy. On two previous occasions Mr. Method has become the father of daughters.

Toledo, O., branch reports the addition of Don Dumiller to its staff.

M. W. Woodliff, sales agent at Waco, Tex., has decided a bachelor's life is not the proper one for a typewriter man and has married.

H. F. Longabach, branch manager at Dallas, Tex., is all smiles since a new daughter arrived in his home.

The Atlanta, Ga., branch office has announced the appointment of W. B. Black as sales agent in the Augusta office. Mr. Black has selected a capable personnel with Hubert Brown as mechanic and salesman and V. E. Fourcher, salesman.

M. M. Shaver, San Francisco adding machine salesman, is convalescing from an illness and expects to be back on the job shortly.

Pondering the recent national trend toward labeling everything by initials, Jack Tench, of the Buffalo, N. Y., branch, combined CWA and RFC as the basis for an Underwood Elliott Fisher bnsiness slogan—Customers Will Always Receive Fnll Co-operation. The boy is clever.

E. C. Wasserman has joined the adding machine division of the Toledo, O., branch.

C. J. Sourbier, of the comptroller's department, recently made a tour of several branch offices in the middle west. Toledo reports he gave a very interesting talk at a Saturday morning salesmen's meeting, and Detroit reports he pointed out spots where the branch could be strengthened.

Miss Agnes Burns has been added to the Detroit office force.

TRAINING SCHOOL

¶ W. F. Arnold and M. H. Paddock, Jr., conduct week's course on Sundstrand adding machine.

A TRAINING school for salesmen of the New York adding machine division was held recently and was attended by approximately 35 men. The school was under the direction of M. H. Paddock, Jr., New York adding machine division manager, and W. F. Arnold, adding machine sales manager. The general subject was the application of various models of Underwood Sundstrands to modern office routine.

The program was as follows:

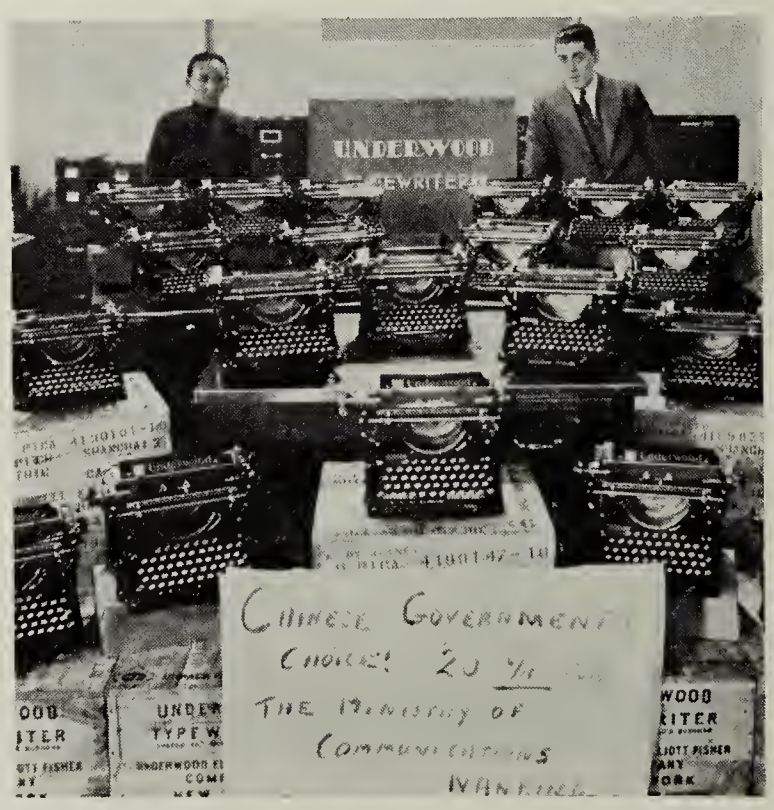
Tuesday. General talks by Messrs. Arnold and Paddock; application binder, model 10140P applied, covering addition, subtractions and credit balance applications.

Wednesday. Reciprocal book and application binder covering all phases of multiplication and division; comparison with calculating machines on multiplication and division; demonstration of competitor machine by W. J. Weber; talk by Miss Irene Sexton, Sundstrand demonstrator; address on present day conditions by General Sales Manager F. F. Wright.

Thursday. Duplex and shuttle carriage models; sketch by Salesmen Peters and Johnston illustrating weak and strong approach to prospect; stripped-case demonstration, both sales and mechanical, including comparison of Sundstrand with competing machine; cash registers.

Friday. Model 8142 P; price book.

Meetings were conducted on the open forum plan, and salesmen asked scores of questions and were called upon for detailed answers to problems.



Twenty Underwood typewriters, sold by Dodwell & Co., Ltd., UEF representatives in Shanghai, China, to the Chinese government Ministry of Communications, are shown at the right shortly before they were shipped to Nanking. That Underwoods were the choice of this government department was simply a matter of appreciating the quality of the product and the excellence of the service.

THEY CAN TAKE IT

¶ *Underwood machines, equipped with Old English type, used to write thousands of insurance certificates.*

AN example of the ability of Underwood typewriters to stand up perfectly under extraordinary usage was provided when the Washington, D. C., branch sold six machines to the Federal Deposit Insurance Co. This is the organization through which the government guarantees the deposits of cooperating banks up to $2500 of each depositors' accounts until July 1, 1934. It is contemplated that at that time some permanent plan of deposit insurance will be formed.

The six typewriters, Standard models, were equipped with Old English type and were used for writing insurance certificates. Since many thousands had to be written, a typing staff was organized in two shifts, one working from 8 a.m. to 4 p.m. and the other from 4 p.m. to midnight. The machines, in continuous and hard use for 16 hours daily, have proved they can "take it."

College Of The Ozarks Praises Bookkeeping Machine

THE College of the Ozarks, Clarksville, Ark., to which the Memphis, Tenn., branch has been trying for some time to sell a Sundstrand bookkeeping machine, recently sent in an order for the machine with a letter from which the following is a quotation:

"You and your company have due cause to be proud of this order because we reached a decision to place it only after giving considerable time and thought to our needs and the various machines on the market.

"Our firm of auditors, whom we consulted on the matter, at first favored another make of machine, but we reached a common decision at last."

UEF Men Form Bowling League; Play Bridgeport

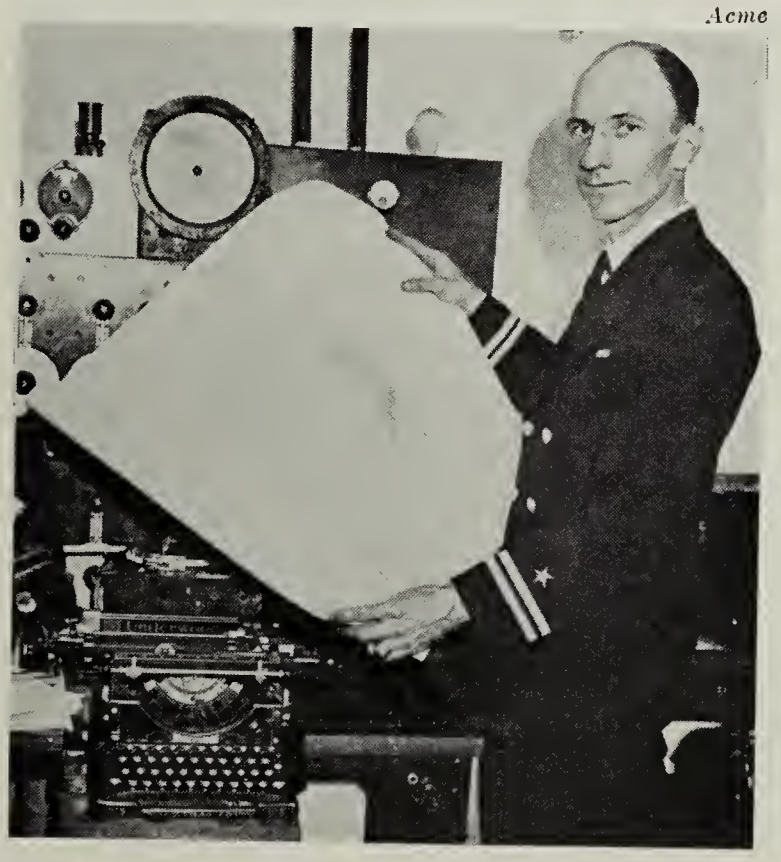
ONCE a week during the winter a group of ten-pin busters from the company's offices at 342 Madison Avenue and 63 Vesey Street, New York, have been making the Grand Opera Bowling Alleys on West 23rd Street tremble with the crash of their strikes and spares.

The bowling enthusiasts have organized into four 4-men teams and play round-robin tourneys of nine games. When nine games have been completed, the teams are re-shuffled, and the whole thing starts over again. Nominal dues are paid and provide a fund for a cash prize to the high man each night and to the high team in each tourney. Handicaps are based on Tom Hughes' average score of 173 for the season.

Some bowlers in the Bridgeport, Conn., works evidently heard of the prowess of the New York pin-smackers, for they journeyed to Manhattan a couple weeks ago to test their skill with a picked team from 63 Vesey Street. The competing aggregations were fairly matched, but the Bridgeport men finally prevailed.

C. S. Duncan, company secretary and treasurer, watched the proceedings and rolled a few balls to show the boys how it should be done. Following the game, he took the athletes to dinner. The Bridgeport visitors included J. Hoffman, D. MacDonald, S. Bamford, O. Johnson and E. Johnson. The Veseyites were J. White, F. Byrd, M. Singiser, H. Rathjen and W. Lippert.

Acme



Lieut. E. W. Stephens, U. S. Navy aerologist, gave the word that started six seaplanes January 10 on an epochal flight from San Francisco to Hawaii. The planes successfully made the more than 2000 mile trip to complete the longest mass flight ever made over water. Judging from the machine under the map, Lieut. Stephens knows typewriters as well as air currents.

U E F CLICKINGS

Paragraphs About Good Business

LAST month Tom Fisher, hot-shot salesman with the Boise, Idaho, branch, again stepped to the front by selling to the Civil Works Administration office in that city 96 boxes of cut carbon paper on a single delivery order.

Salesman F. H. Farb, of the Philadelphia branch, sold two Noiseless typewriters for use in the laboratory of a boiler factory. The "silence idea" is penetrating the last strongholds of noise.

Wineries on the West coast have been very active since repeal, and as a result the Fresno, Calif., branch has sold a Sundstrand adding machine to the Pacific Coast Wineries, and an Underwood Standard typewriter to the L. M. Martini Winery at Kingsburg, Calif.

Dag Bentzen, of Underwood Norsk A/S, Oslo, Norway, has contracted with the Oslo Tram Car Co., to put Underwood posters on the outside of 80 cars in a prominent position near the car entrances.

Night school classes are being held weekly for Buffalo salesmen. Accounting machine men meet Monday nights and typewriter men on Wednesdays.

The new Noiseless is still winning in the Louisville, Ky., territory. The branch there sold more Noiseless machines in the last 90 days of 1933 than in the preceding nine months.

Dallas, Tex., had a good Portable business in December, selling 49 more machines than in December, 1932. The model F is proving to be a good seller as is the Noiseless Portable with the new style case and keyboard.

M. M. Merrill sold 42 new Noiseless machines to the Metropolitan Business College and 15 model 6/11 typewriters to the Griffin-Murphy Business College in Seattle, Wash.

The Fresno, Calif., branch placed a new Noiseless Standard and a model F Portable on display at the three-day meeting of the California Teachers' Institute. This was the first time a typewriter company had exhibited at a teachers' meeting, and the display was the direct cause of the sale of three model F Portables and one Noiseless Portable.

S. H. Correll led the Toledo, O., accounting machine division last month by bringing in five orders and knocking "Old Man Quota" for a goal.

CANTOR WANTS UNDERWOOD

¶ *Star of* Roman Scandals *finds typewriter an aid in problems of laundry lists, correspondence and such.*

EDDIE CANTOR, popular stage and screen star whose eyes, as someone has said, look like two apprehensive poached eggs, is at present scoring a hit in the United Artists picture. *Roman Scandals*, produced by Samuel Goldwyn.

Mr. Cantor has long been of the opinion that "I would much rather lose my suitcase with those Christmas pajamas and my underwear than to lose my Underwood."

The comedian claims he was forced to take up typewriting because he couldn't make a pen or pencil behave.

"Ever since I can remember," he says, "my handwriting has resembled the hieroglyphics the Egyptians used in sending mash notes to the girls who played Pharaoh . . . and I don't mean the gambling game.

"Many times I have written a memorandum on a piece of paper, and my valet would pick it up by mistake, take it to a Chinese laundry, and come home with a package containing shirts, socks, handkerchiefs and underwear. I would not mind if they were my size, but I could only use the handkerchiefs."

Mr. Cantor says he has tried other makes of typewriters but there was something the matter with all of them, so now he uses only an Underwood to write all his magazine articles as well as his personal correspondence.

Roman Scandals has been described by critics as fast, funny and tuneful.

Winners Are Named In New York Sales Contest

WINNERS in the New York District accounting machine sales contest for November and December have been announced by F. A. Greis, district manager of the New York accounting machine division.

R. M. McCleary was the winner of a $25 prize for the largest amount of net dollar sales in the two months.

H. D. Jacobs won $25 for the largest dollar sales to entirely new users of UEF machines.

In the supply department of the accounting machine division, first prize of $15 went to Thomas Norbut. The second prize of $10 was awarded to O. Bacharach.

H. L. Young took the $35 first prize in the Newark branch office accounting machine division, while B. Broder won $10 in the adding machine division and Walter Phillips $5 in the supply division.

New Englanders Prove They Are Hardy Men

IF an experience of D. D. Felter, branch manager at Portland, Me., and Salesman Paul Donovan may be taken as typical of sales trips along the "rock-ribbed coast", it must be that New Englanders are extremely hardy souls.

Toward the end of December the worst blizzard in 50 years descended on the Old Pine state. Mr. Felter says nobody knows how cold it was because mercury stiffened in thermometer tubes. It snowed and snowed, and the wind raged and howled. Despite the weather, however, the two UEF hearties drove 68 miles and got a $1200 order signed on the dotted line.

Noiseless Machines Go In Another Land Bank

A WORTHY sequel to the article in the January issue of UEF NEWS, *Springfield Federal Land Bank Uses Underwood Machines*, is the report from the San Francisco, Calif., branch of the sale last month of 75 Noiseless Standard typewriters to the Federal Land Bank at Berkeley, Calif.

The salesman was J. E. Sheehan, and the deciding factor in closing the deal was the exceptional sturdiness and durability of our Noiseless machines and the intelligent service which Mr. Sheehan rendered his prospective customer. He is to be commended on this very creditable piece of business.

HOW CAN I LEAVE THEE

¶ *Take me—take my Underwood is verdict of typist offered a position in Algeria.*

FROM the Washington, D. C., typewriter division comes news of a secretary who refused to accept a better position and a trip abroad if it meant she would have to part with her faithful Underwood.

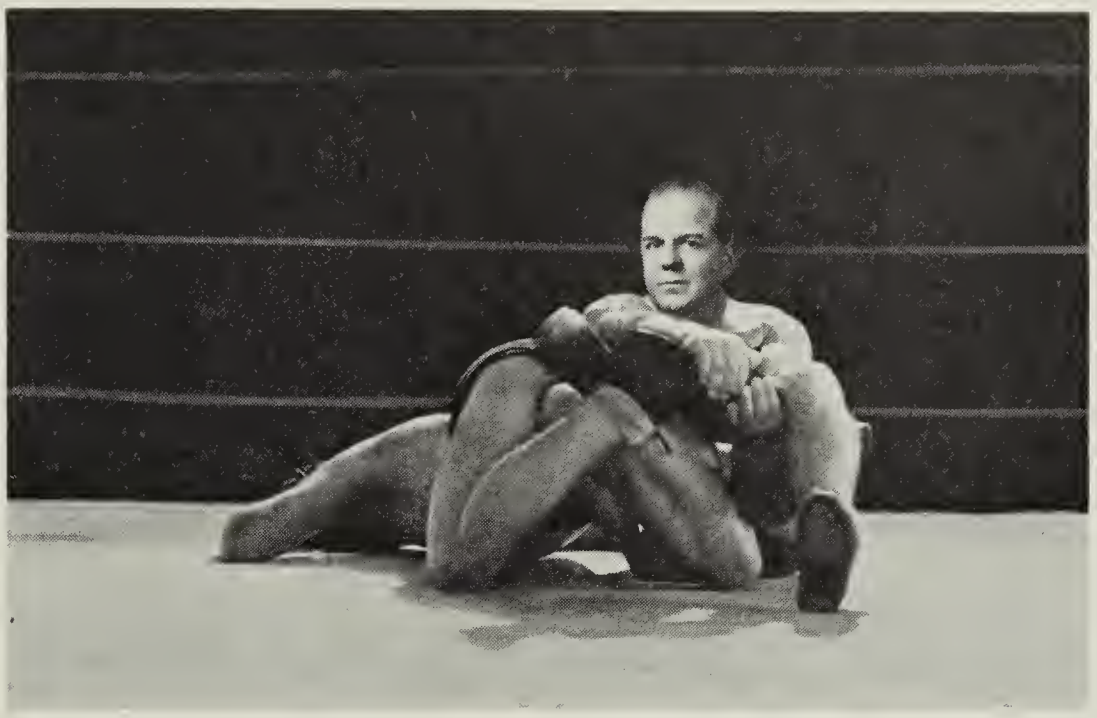
The secretary is Miss Alice Hine, and the machine is a Noiseless Standard. It was sold by Salesman William J. Erskine, who handles typewriter business in the United States Senate and House of Representatives, to the clerk of the House committee on banking and currency. Shortly after the sale, Miss Hine, the clerk's secretary, was asked by the new United States minister to Algeria to become his secretary in Africa. Miss Hine insisted that if she went, arrangements would have to be made to take the Noiseless, too. These arrangements were made.

Mr. Erskine supervised the packing and shipping of the machine and has received a postal card from Miss Hine in Algeria expressing appreciation for the excellent service which was rendered her by Underwood Elliott Fisher.

Lad-eez and gentle-men, in this corner UEF NEWS introduces The Badger Kid, bantamweight contender. The pictured pugilist is probably better known as George M. Altmann, sales agent at Marquette, Wis., who started with our company as a service man 21 years ago. The snapshot was taken soon after he had entered the ring as a youth. His first fight, on a percentage basis, netted him two black eyes and $3.75 in cash.

HoCuS FoCuS

Dr. Fu Feu, Clever Chinese Photographer, Gets Hoax Shots With Infra-Photismatic Camera



W. J. Modrack, above, Detroit accounting machine salesman, gets into the ring to practice wrestling with double crossfooter problems. The toe-hold maestro says that in contortions such as the one pictured, he has to be careful not to twist his own foot.

Left, W. F. Arndt starts out from the Chicago office (being remodeled when the picture was taken—story on Page 10) for a day's work.

C. H. Prentice, above, Boston branch manager, typewriter division, is afire with the old colonial spirit. He posed for this photograph in the costume he will wear in his office Feb. 22.

P. H. Cappe, left, New York salesman, says business is good, and the picture proves he really does have his hands full these days. He is shown holding up a couple of deals he hopes to be able to swing soon.

SEZ YOU

Dishart • Pittman • Spurlin • Hitt

THIS month the V-note wings its way to Texas, and E. Dishart gets five bucks for telling the Editor to "get a load." Some other good letters received were too long to be in the running for the prize money. The limit on length—and it's about the only limit set in this department—is 300 words. Why not send a letter yourself? It's an easy way to earn $5.—The Editor.

Get A Load

On page 13 of the November issue of UEF NEWS there was a photograph showing two gentlemen in Rome, Ga., and the 12 machines they sold the Rome High School. It is proudly pointed out that this school is now 100 per cent Underwood.

That was a good feat and I congratulate those gentlemen. But if it was so good it rated a photograph and write-up in the company's magazine, then the editor of our magazine should get a load of this:

In my territory there are 61 high schools, four colleges and one military institute teaching typing. Of the high schools, 38 are 100 per cent Underwood. Of the four colleges, three are 100 per cent Underwood while in the fourth all but five machines are Underwoods. The military institute is 100 per cent. Since June 1, 1933, I standardized five high schools on Underwood, trading out competitor machines.

E. DISHART.

Salesman
El Paso, Tex.

Old Dog

The Civil Works Administration office here is using on rental all the adding machines we can get. The CWA is also employing a great many bookkeepers and accountants who have been out of work for many months. Among them are a few who are not very young and who are pretty well set in their ways.

Several days ago I received a telephone call from the CWA purchasing agent to come to his office immediately, and upon my arrival he explained that one of his men insisted on using a multiple bank keyboard adding machine. This gentleman refused to allow me to demonstrate our machine, stating he had always used the other type adding machine and could not get accustomed to the "new fangled type".

While we were talking at his desk another man came up. He was somewhat older than the multiple bank keyboard advocate, and inquired what kind of adding machine we were discussing. When told it was an Underwood Sundstrand this is what he had to say to his fellow worker: "I am several years older than you are. For nine years I have used the machine you favor and I would not give one new Sundstrand, which I have used only about 10 days for a whole carload of other makes."

The other man, feeling a little ashamed of himself, said, "Well, if an old dog like you can learn a new trick, so can I".

He is now using an Underwood Sundstrand and likes it.

J. A. PITTMAN.

Salesman
Nashville, Tenn.

Gold And Gravel

In the Middle West after harvest time a cloud of yellow straw can be seen spouting high in the air. Within the great thrasher a strong current of air blows out the straw and chaff, and the heavier, clean grain finds its way to the sacker, where it comes out in a golden stream of wheat.

On the bleak banks of the Saskatchewan River in Alberta, Canada, a man crouches near the water. He dips a pan deep into the river, bringing up sand, gravel and water. By deft circular movements of the pan, gravel, sand and water are thrown out until finally the eager eyes of the prospector can see particles of a heavier yellow substance. He has separated gravel from gold.

Where do you belong—higher or lower? Are you wheat or chaff—gold or gravel? Are you getting by with pretense and bluff? If so, you may be certain that sooner or later the inexorable levelling laws of the universe will rightly place you.

Are you salving your conscience by saying to yourself, "I am earning all I am being paid"? You can't get by with that. You have to earn more than you are being paid to hold your job in times like these.

Do you see your golden opportunity, or are you going to be content to be worthless sand, thrown back into the river and with its tides drift into oblivion? You will find your own level, but you can make your own specific gravity what you want it to be.

G. M. SPURLIN.

Manager
Nashville, Tenn.

Party

On December 29 Branch Manager H. Francis, Jr., gave us a real party here in Louisville at the Seelbach Hotel. The out-of-town guests were Messrs. Clark and Allender of Lexington, Ky., and Mr. Young, of Ashland. Of course, the Louisville boys turned out 110 per cent.

First there was a sales meeting in which Mr. Francis thanked us for the year's business and gave a stimulating talk about prospects for 1934. We all promised a larger volume this year and with the new Noiseless will be able to do it.

We had a real supper. Frank Roberts of the service department was toastmaster and did his stuff well. Each man was called on for a brief talk and Al Reynolds sang. After the supper we returned to the meeting room for several stunts. Stevens and Sims showed how Ed Lankford sells typewriters in country territory, trading in a goose, six chickens, one old ham and a police dog. Mr. Starr, oldest man in point of service, told us how he has worked under 10 managers and is still alive.

H. C. HITT.

Associate Editor
Louisville, Ky.

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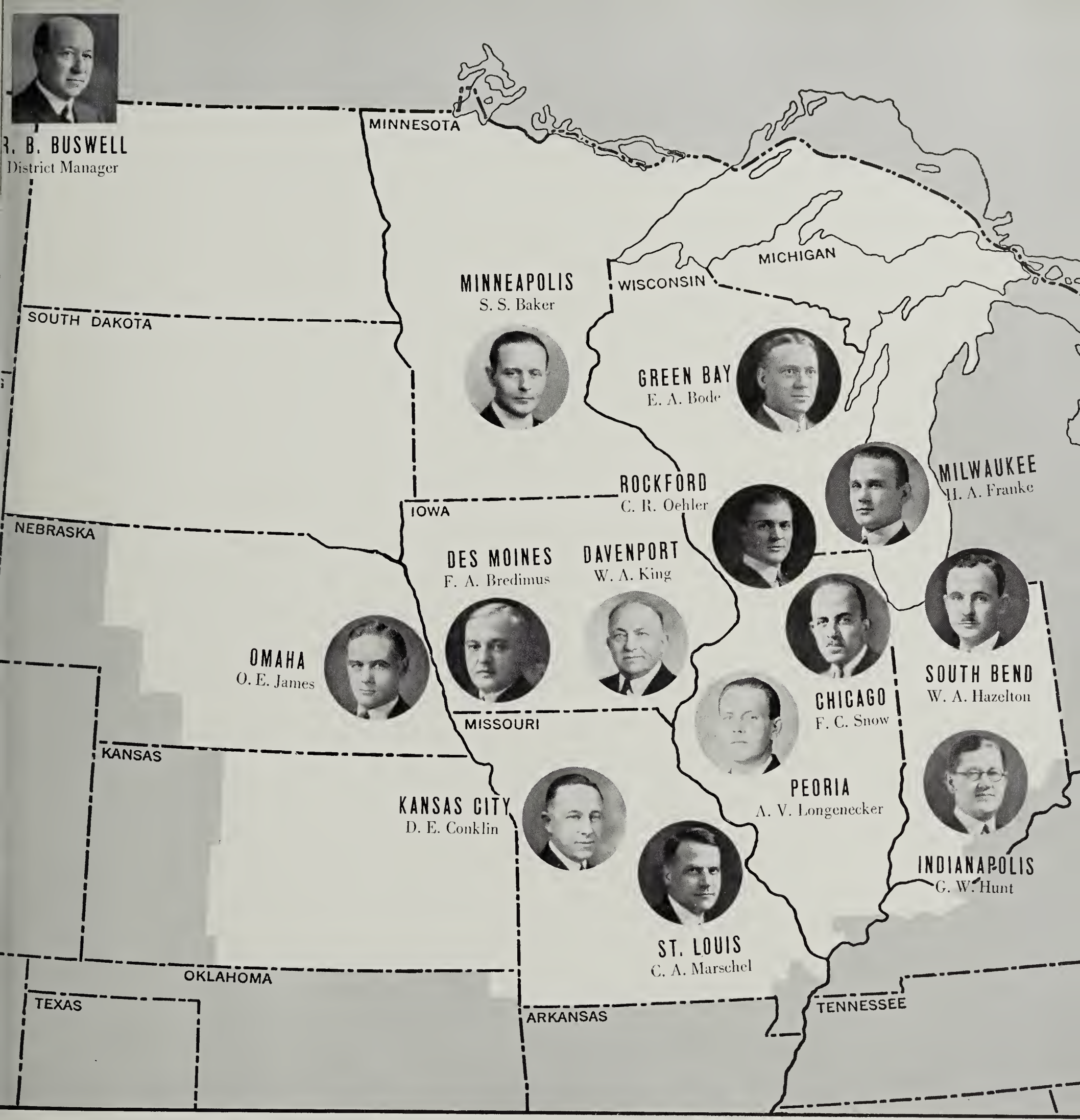
Export
C. Stevenson.

Service
George Bender.



THE WESTERN DISTRICT

And Its Managers

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The New

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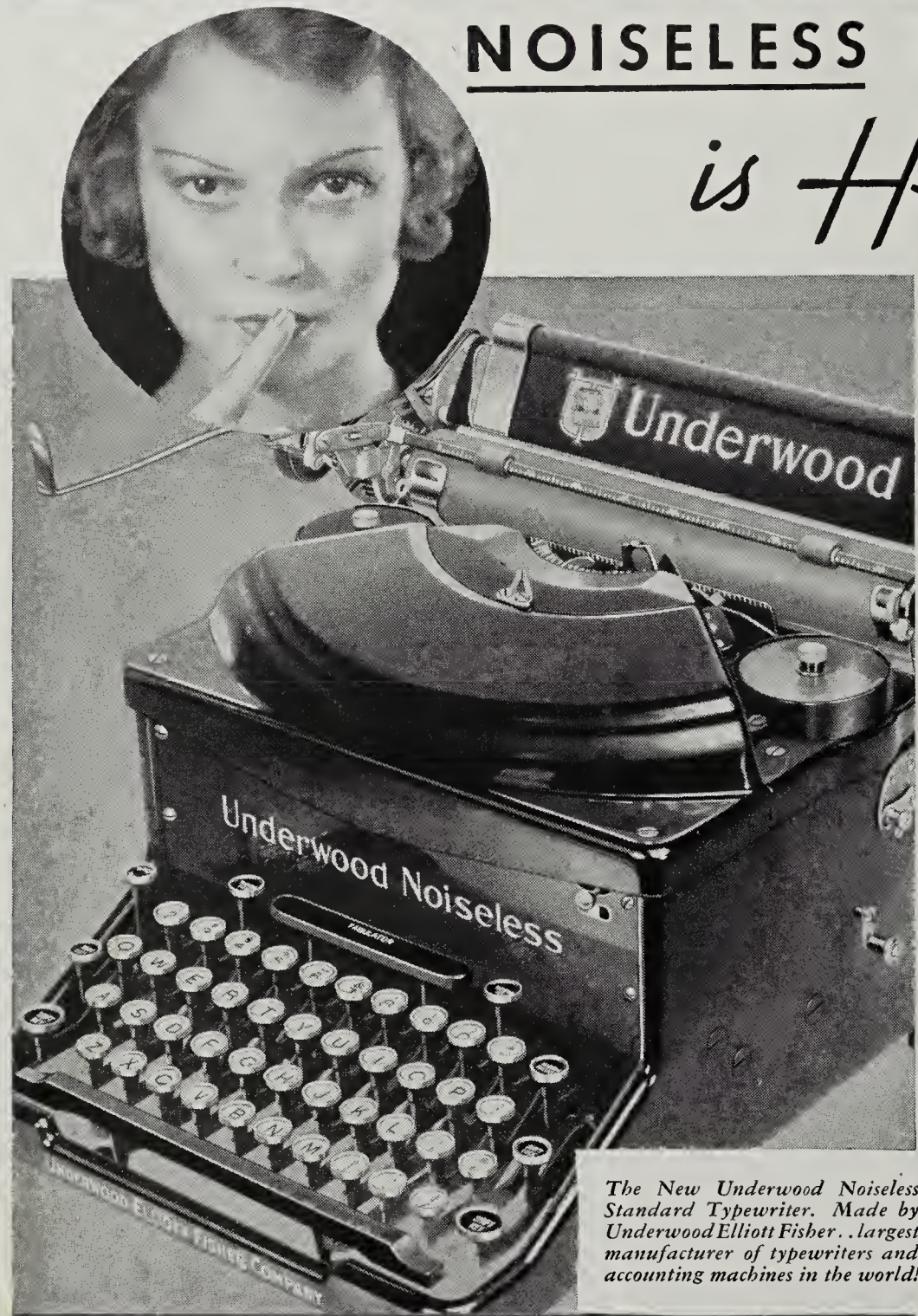
NOISELESS STANDARD

is Here!



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